R.J. Reynolds
Tobacco Company

S.G. STEEN
Region Operations Manager

150 Lawrence Bell Drive, Suite #108
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April 14, 1994

To: Jim Powers

SUBJECT: **NEW YORK STATE FAIR**

Dear Jim:

As you know, there are multiple components that are being pulled together to devise the best possible program for R. J. Reynolds at the New York State Fair. While some of the details listed below are subject to change, this should give you a good working knowledge of what we are trying to accomplish:

RJR

We have negotiated the following program with NYS Fair officials:

- We pay Fair $5,000.00 for a site fee for components of 12 day program that will be explained later in this letter.

- We will receive 10,000 free tickets (normal cost $6.00 per ticket) to promote with utilizing a custom designed ticket box.
  Ticket 10,001 - 20,000 @ $3.00 per ticket.
  Ticket 20,001 - 40,000 @ $2.00 per ticket.

  (Based on redemption)

- Free Program Ad.

- Free Fair Guide Ad

- Rotating advertising on Fair Menu Board.

- Free Concert tickets for customers.

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/nqwn0000

We have also tied Nabisco in with our deal because we have built the relations at the Fair and Nabisco wants to begin promoting using the Fair as well.

Nabisco:

- Will pay **RJR** $5,000 or pick up the tab for the $5,000.00 site fee to the Fair.
- Will get 5,000 tickets @ $2.00 each for each ticket redeemed.
- They will use tickets as incentives for partner chains to build Nabisco Displays at store level.

Sweepstakes:

RJR and Nabisco will utilize Chain Co-Marketing monies of partner chains - Nice & Easy, A Plus, Sugarcreek, Fays, P & C and Kinney Drugs, to fund a 1994 Corvette giveaway. NYS Fair will promote the car giveaway and the sponsors of the car will be our partner chains. RJR & Nabisco will co-promote in partner chains, using the car as leverage.

Entry forms and entry boxes will only be available at partner chain stores and the NYS Fair. Car will be given away on September 5th by NYS Fair.

Leveraging Car and NYS Fair with Partner Chains:

- The car will be taken around to partner chain stores by the dealer who is providing the car. Dealer is supplying truck, trailer and manpower to show/promote car at store level. Nabisco/RJR Field Sales will work store sales during the time the car is on location. Special incentives will be provided by partner chains on our products.
- Simulator & Showcar will appear with the Corvette from August 10-13 for Showcar and August 10-19 for the Simulator, adding more value to our program.
- NYS Fair ticket boxes will only be utilized in partner chain stores. Track record of this promotion last 2 years, provides an additional added value to the chains. Promotion has been one of the hottest promotions ever worked.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqwn0000

Partner Chains Co-Marketing funds will be utilized to pay for ticket redemption to the NYS Fair. Fair will provide accurate tracking of both RJR ticket boxes and Nabisco tickets .

AMG "Live Showcar/Autograph Expo"

In our negotiations with Fair, we obtained agreement that AMG (Promoter for Dirt Motorsports) would be able to place an apparel trailer on our site free of charge of commissions ($4,000 - $5,000 value). AMG in return, is coordinating all aspects of the Showcar Expo (list attached).

In addition, AMG is working on obtaining a simulator and charging $3.00 per ride. RJR would receive 30% of the take. Also, US Tobacco has contacted AMG to utilize their showcar and provide an autograph session at the showcar expo. US Tobacco would pay between $2,500 - $5,000 exhibit cost to AMG who in turn would pass this to RJR.

Fair Concession Stands

6 Concession stands are operated by a concessionaire independent of the NYS Fair. We will have exclusive distribution at the Fair stands based on an agreement between RJR and the concessionaire. Additionally, Nabisco will have exclusive snack products at these stands as well.

In summary, we are attempting to leverage numerous parties and entities to benefit R. J. Reynolds. While there are calculated risks financially, at the current time we feel these risks are worth taking, in that there is the potential to "give back" significant dollars to the Buffalo Region Heavy Up Budget, while still achieving our promotional objectives. We will keep you apprised of any new developments.

Sincerely,

S. G. Steen
SGS:am

cc: R. C. Farmer

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Source: https://www.industrydocuments.ucsf.edu/docs/nqwn0000

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Motorsports

NEW YORK STATE FAIR - Syracuse, N.Y. Aug 25-Sep 5, 1994

R.J. Reynolds/Winston Promotion - Tentative Agenda

*DIRT Motorsports will supply:

1) Organization display booth;
2) Hall of Fame display booth;
3) Ten (10) race vehicles;
4) Selected corporate sponsorship vehicles;
5) Twenty-four (24) competing race drivers.

*DIRT Motorsports requires:

1) Five (5) tents for display enclosure;
2) Two (2) tables for driver autograph use;
3) Specified number of admission tickets;
4) Twenty-four hour security for display duration;

Program Information

Tent #1 - DIRT diplay booth, Hall of Fame booth
Wheels half-car, two (2) autograph tables;

Tent #2 - 00-Reutimann, 112-Balough, 72-Hearn cars;

Tent #3 - 1-Plazek, 6-D.Johnson, 3-McCreadie cars;

Tent #4 - three (3) drag cars to be selected;

Tent #5 - sponsored vehicles to be selected.

-Two (2) drivers to sign autographs each day, Monday-Thursday, 4-8pm, Friday-Sunday, 10am-2pm (exception of Labor Day) with $100 plus four (4) daily admission tickets offered to single-day drivers and $300 plus six (6) vendor passes given to teams with display vehicles (company vehicles SHOULD be complimentary);

-List of potential DIRT drivers currently includes Buzzie Reutimann, Brett Hearn, Joe Plazek, Danny Johnson, Bob McCreadie, Billy Decker, Steve Paine, Alan Johnson, Kenny Tremont, Chris Moore, Jack Johnson, Dave Lape, Pat Ward, Chuck Bower, Doug Fuller, Larry Beznor, Adrian Fleth, Bobby Thurston, Dale Planck, Scott Prentice, J.J. Michaels, Lou Michaels, Doug Hoffman, with drag racers to be identified at a later time.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqwn0000

MESSAGE CONFIRMATION

DATE:04/14/94 TIME:12:07

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
04/14	12:05	01'55"	910 741 4606	G3-S	004	OK

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